****TEAM:

NAME OF BUSINESS IDEA:

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| **PROBLEM**List top 1-3 problems you solve | **SOLUTION**Outline a possible solution to each of the problems and its main features | **UNIQUE VALUE PROPOSITION**Single, clear, compelling message that states why you are different and worth paying attention.**High-level concept**List your X for Y analogyEg. YouTube = Flickr for Videos | **UNFAIR ADVANTAGE**Something that cannot easily be bought or copied | **CUSTOMER SEGMENTS**List your target customers and users**Early Adopters**List the characteristics of your ideal customers |
| **KEY METRICS**List the key numbers that will tell you how your business is going | **CHANNELS**List your path to customers (inbound and outbound, marketing and distribution) |
| **COST STRUCTURE**List your fixed and variable costs | **REVENUE STREAMS**List your sources of revenue |